

The relationship started at a 2 out of 10. The client wanted out of the contract, and a competing provider was already circling. **MSI didn't answer with a discount. It answered with service.**

The Challenge

This regional franchise service business began its MSI relationship actively shopping for another IT provider and trying to get out of the contract.

Trust was gone. A competing provider was ready to take the account, and every unresolved issue made that easier.

The Solution

MSI committed to earning the relationship back and asked for the chance to prove it. Then the team backed it up: an engineer resolved the owner's long-standing Outlook problems early, and trust started rebuilding one fixed issue at a time.

MSI stabilized day-to-day support and put named relationships around the account: a technical alignment manager staff knew by name, a business alignment manager who advocated for the client's business, and engineers who followed through to resolution.

Staff across the front desk, operations, and leadership started rating individual interactions 9 and 10 out of 10.

Engagement Snapshot

CLIENT	Regional Franchise Service Business
INDUSTRY	Franchise Services
RELATIONSHIP	Full Managed Services
STARTING POINT	Shopping for a New Provider

By the Numbers

2 → 10 the client's own partnership rating, from actively leaving to turning down a competitor.

The Results

When the competing provider tried to win the account back, the client said they were happy where they were. An account one renewal away from leaving became one MSI can point to.

"I am giving Frank a 10 out of 10. Let's shoot for an 11 next time."

– AVP, Business Services & IT, regional franchise service business